

Email from Oracle

The call center BPO vendors typically utilize leading CRM systems that they are fully trained on and have a wide range of experience using. We would strongly encourage the State to reconsider seeding a CRM system and the implementation of the system for the BPO vendor and provide them the ability to leverage their best practices and staffing experience thus providing the state a more competitive cost model and quicker time to market for the selected BPO vendor. \_\_\_ - It is our understanding that Deloitte proposed a very low end CRM system, possibly an open source system. There is a good chance that the leading BPO Call Center vendors would have limited to no experience using a CRM system of this magnitude. \_\_\_ - We would question the UHIP' technology team's scale to implement the HIX portal and the various other complexities as well as the call center and meet the ACA timeframes. I would have to believe that the State would be able to spread the risk of time and cost overruns and provide the UHIP technology team more focus on the HIX portal and IE downstream. \_\_\_ - Given the huge importance of enrollment maximization leading to the goal of financial sustainability, the ability to leverage a leading CRM system to manage both the call center and the enrollment marketing and campaign management could be strongly considered as a strategic component to your CRM solution. \_\_\_ - Should the State consider pulling out the CRM/Call Center technology work stream from the UHIP technology program, we would encourage the State to entertain a small number of leading CRM vendors for demonstrations. \_Happy to discuss.